



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

# Latinx Communities & the 2020 Census

02/25/2020

United Way for  
Greater Austin



# Hi Everyone!

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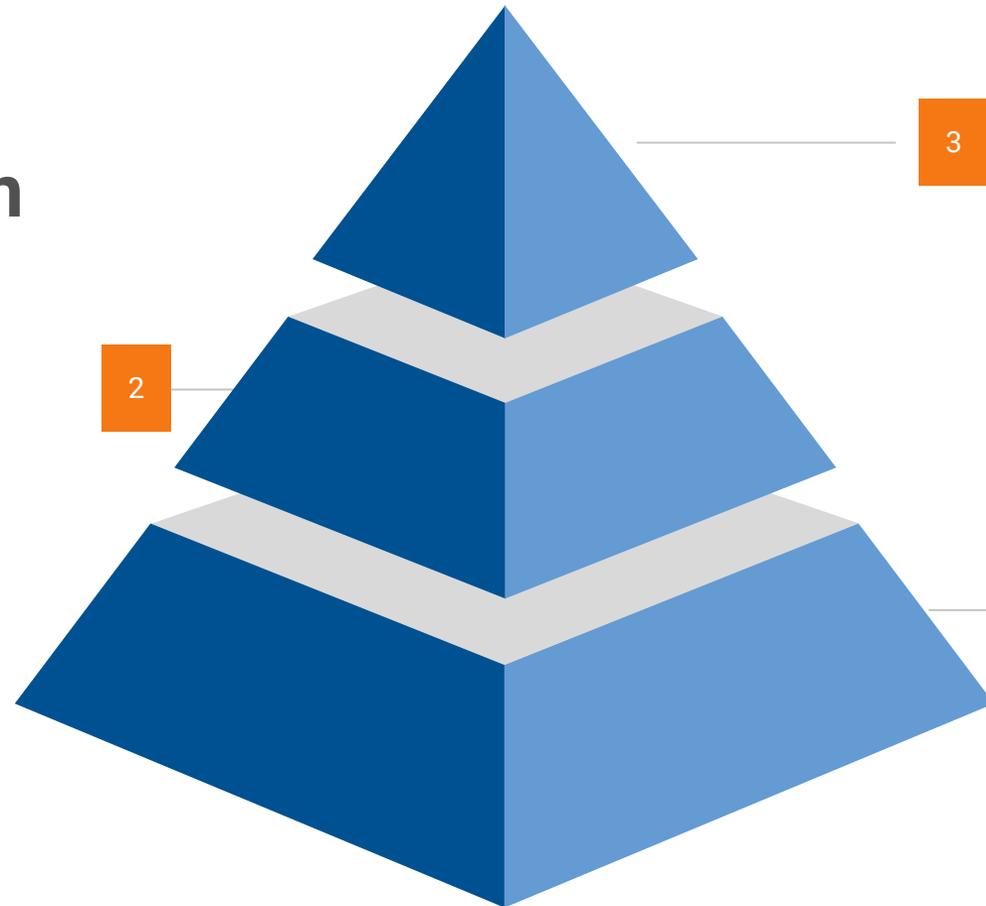
# Agenda

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- United Way for Greater Austin and the 2020 Census
- Importance of Latinx communities + the 2020 Census
- Census basics: the 5 W's and H
- Census protections in place
- Considerations when working with undocumented immigrants
- Calls for Action

# United Way ATX & the Census

Coordination in  
5 Counties



3

Census Ambassador  
Trainings + 2-1-1

2

1

\$400K to 17 Grantees

# Latinx Communities + the 2020 Census

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- Diverse populations facing different barriers to participation
- Second largest demographic group in Austin, TX & the US

# Census Basics: 5 Ws + H

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- What:** Survey with 10 questions to count everyone in the US
- Why:** Funding + Political Power + Good data
- When:** March 12th - July 31, 2020
- Who:** Everyone counts!
- Where:** Residence + Group Quarters + Service & Transitory
- How:** Online + Phone + Mail + Visit from Census Worker

# The Census WILL NOT ask:

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- About immigration or citizenship
- Your Social Security Number
- Your bank account, credit card numbers or donations

**If you suspect fraud, call [800-923-8282](tel:800-923-8282) to speak with a Census Bureau representative.**

# Census Protections in Place

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- ***Census Bureau is not a law enforcement agency***
  - It's a statistical agency
  - They can not share individual data with the police, ICE, landlords or public benefit providers
- ***Your personal information is protected by law***
  - Federal law keeps individual data confidential for 72 years
  - Census workers who break the confidentiality law have to pay a \$250K fine or go to jail for 5 years

# Considerations When Working with Undocumented Immigrants

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- Appropriate messaging needs to be hyper-localized with trusted voices
- If fear is of concern, acknowledge it is understandable & reasonable
  - The law requires that we all respond, regardless of immigration status, just like we must also file taxes on US income and get a driver's licenses
  - Responding to the census does not increase the odds that you will be found or tracked
- Let's not be counted out!

# Calls for Action

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→ **2-1-1**: Call this multilingual line available 24/7 for any census questions

→ **Become a Census Ambassador**

◆ Attend a free, 2-hour workshop to learn how to promote participation

◆ Next trainings are on 03/05 & 03/25. Register at: [tinyurl.com/v74dmkd](https://tinyurl.com/v74dmkd)

→ **Join the Hispanic/Latino CCC**

◆ Join this local organizing group to promote latinx participation

◆ More information at: [facebook.com/LatinoCCCATX](https://facebook.com/LatinoCCCATX) & [atxcensus2020.com](https://atxcensus2020.com)

# Thank you!

[www.missionbox.com/group/264/central-texas-2020-census](http://www.missionbox.com/group/264/central-texas-2020-census)

Los niños siempre dicen la verdad: [youtube.com](https://www.youtube.com)